

**THIRD AMENDMENT TO CONTRACT FOR PROFESSIONAL SERVICES FOR
NASSAU COUNTY, FLORIDA**

THIS THIRD AMENDMENT TO THE CONTRACT FOR PROFESSIONAL SERVICES FOR NASSAU COUNTY, FLORIDA (hereinafter "Amendment") is made by and between the **BOARD OF COUNTY COMMISSIONERS OF NASSAU COUNTY, FLORIDA**, a political subdivision of the State of Florida (hereinafter the "County"), and **FLORIDA 'S FIRST COAST OF GOLF, INC.**, a Florida Not-for-Profit Corporation having its primary business location at 4300 Marsh Landing, Ste. 102, Jacksonville Beach, FL 32250 (hereinafter the "Vendor").

WITNESSETH:

WHEREAS, the Parties previously entered into the Contract for Professional Services for Nassau County, Florida (CM3292) for the Golf Marketing Membership Program dated October 1, 2022 (hereinafter "Contract") which has been subsequently amended; and

WHEREAS, the Parties now desire to further amend the Contract terms and conditions subject to the provisions contained herein.

NOW, THEREFORE, for good and valuable consideration the receipt and sufficiency of which is hereby acknowledged, and intending to be legally bound, the Parties do agree to amend the Contract as follows:

SECTION 1. Article 4 of the Contract is hereby amended to extend the term of the Contract for an additional one (1) year and the Contract shall now terminate on September 30, 2026.

SECTION 2. Section 5.1 of the Contract is hereby amended to increase the compensation amount for the goods/services to be provided under the Contract by One Hundred Two Thousand Dollars and 00/100 (\$102,000.00) for a total contract amount of Three Hundred Sixty Thousand, Five Hundred Forty-Two Dollars and 00/100 (\$360,542.00).

SECTION 3. The Contract is hereby amended to incorporate the services detailed in Exhibit "A" attached hereto and incorporated herein.

SECTION 4. Upon execution of this Amendment, and in accordance with Section 787.06, Florida Statutes, the Vendor shall provide the County an affidavit, on a form approved by the County, signed by an officer or representative of the Vendor under penalty of perjury attesting that the Vendor does not use coercion for labor or services as defined in Section 787.06, Florida Statutes.

SECTION 5. Upon execution of this Amendment, and in accordance with Section 287.138, Florida Statutes, the Vendor shall provide the County an affidavit, on a form approved by the County, signed by an officer or representative of the Vendor under penalty of perjury attesting that the Vendor will comply with all requirements of Section 287.138, Florida Statutes.

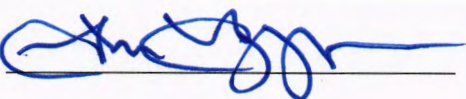
CM 3292 A3

SECTION 6. All other terms and conditions of the Contract not inconsistent with the provisions of this Amendment shall remain the same and in full force and effect.

IN WITNESS WHEREOF, the Parties have caused this Amendment to be executed by its duly authorized representatives, effective as of the last date below.

NASSAU COUNTY BOARD OF COUNTY COMMISSIONERS

Signature: _____

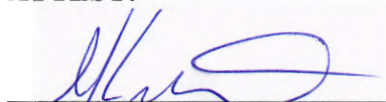


Print Name: A.M. "Hupp" Huppman *TP* *DR*

Title: Chairman

Date: 8/25/2025

ATTEST:



Mitch L. Keiter
Ex-Officio Clerk



REVIEWED FOR LEGAL FORM AND CONTENT:

Denise C. May

DENISE C. MAY, County Attorney

FLORIDA 'S FIRST COAST OF GOLF, INC.

Signature: David Reese

By: David Reese

Title: President

Date: 7/31/2025

Exhibit "A"

Florida's f
GOLF MARKETING INVESTMENT REQUEST

DATE: May 9, 2025

TO: Paul Beirnes, Vice President
Amelia Island Convention & Visitors Bureau

FROM: David Reese, President
Florida's First Coast of Golf

REQUEST: FY 26 Golf Tourism Marketing Services

OVERVIEW

Florida's First Coast of Golf is a regional golf tourism marketing company responsible for advertising a 5-county region as a golf destination. This scope of work provides details on how the proposed golf tourism marketing annual membership amount of \$102,000.00 will be spent.

SINGLE SOURCE JUSTIFICATION

FFCG is organized to promote the Northeast Florida region as a golf destination, and it was formed by the region's lodging properties, tourist boards, and golf courses. Specifically, within the counties of Duval, Nassau, Clay, St. Johns, and Flagler. This makes it the only organization that can provide a regional partnership to market golf tourism.

DELIVERABLES

Top 10 Golf Visitor city & state, Top 5 International Markets, website performance, social media performance, Estimated Golf Tourist rounds, Average Precipitation and Temperature, and Earned Media Impression and Value Totals.

The marketing plan created by FFCG staff and approved by its Board of Directors involves spending in several categories, including advertising (multimedia), presence at trade shows, and performing several in-house services which are necessary to execute the working plan effectively (e.g. Collateral print/production/distribution, digital agency, public relations). All dollars are spent collectively under the regional brand, Florida's First Coast of Golf.

Note that earned media is dependent on VISIT FLORIDA promotions department opportunities; the precise spending amounts and schedules may vary based on budget approval, market conditions, and co-op investment.

Exhibit "A"

Florida's GOLF MARKETING INVESTMENT REQUEST

MARKETING OBJECTIVES

COLLATERAL PRINT | PRODUCTION | DISTRIBUTION

The collateral listed in the marketing plan is scheduled to be a printed destination guide with scannable listing of publicly accessible golf courses in the region. The guide would also include the 5 CVB destination descriptions & logos and other useful information. Distribution company to deliver to regional hotels.

DIGITAL MARKETING

A variety of digital programs are included in the digital marketing aspect of the working plan. As referenced above, the details of these purchases may be adjusted depending on market conditions and co-op investment. A digital agency will be retained to perform digital and graphic design work for the entirety of each FY.

Five of the digital marketing categories are scheduled to be year-long efforts across the FY

1. Content Development and deployment
2. Digital Agency services
3. Display/Retargeting/SEO
4. Email Marketing
5. Social Media /advertising

The remaining purchases include advertising on social media platforms and several specialist golf sites.

PRINT MEDIA

Advertising in print media buys top-performing markets. Most of the publications are golf-specific. The details of these purchases may be adjusted depending on market conditions and co-op investment.

GOLF TRAVEL TARGET MARKETS

GOAL - Responsible yet aggressive approach to accomplishing our goal of generating demand across primary and secondary markets. Collaboratively advertise in our top Tier 2 non-stop fly markets to leverage new markets

CITY: ATL, NY, MIA, CHI, ORL, ASH, BOS, DAL, PHI, TPA
STATE: FL, GA, NY, VA, IL, TX, NC, PA, OH, CA

Seasonal target DMA's will be based on accessible direct flights and Toronto and additional air service markets pending consumer confidence. Non-stop air markets within and outside (new) top 20 markets will take priority.

Exhibit "A"

Florida's
GOLF MARKETING INVESTMENT REQUEST

DEMOGRAPHICS

FFCG and agency will constantly monitor trends, consumer confidence, and geographic origins of visitors with the most recent data points available

- Primary: Golfer travels to play golf | A30-65 | HHI \$100K+
- Secondary: Leisure travel that includes golf | A30-54 | HHI \$100K+

FY2025-2026 **MEMBERSHIP AMOUNT:** **\$102,000.00**